Summary of September 27, 2007 Focus Macomb Quality of Life Committee Meeting

Members Present:	**Members Not Attending:**
Ameldia Brown, Henry Ford Health Care	Joseph Abdoo, IBEW
Tony Comito, TACOM, Retired	Michele Barnard, Beaumont Hospital
Arthur Mullen, Mt. Clemens DDA	I J Campbell, City of Roseville
Karen Parenteau, HAP	Suzanne Coats, Turning Point, Inc.
Chri Pozios, Esq., Pozios Properties, LLC	Ken DeCock, Boyka's Farm Market
Roy Rose, Anderson, Eckstein & Westrick	Susan Doherty, County Commissioner
Paul Socia, Citizen's State Bank	Larry Garrisi, Sunshine Homes
Fred Thompson, Indian Summer Recycling	Jay Goscinski, Remax Acclaim
	Jonathon Green, Aon Risk Services
Michael Rozny, County Staff Liaison	Jack Liang, HCMA
	Frank Marella, Care House
	Mounir Sharobeem, Judson Center

Guests: Jason Ryan, Vice-President of Sales, Virtualeyes

Introduction:
Mike Rozny introduced the speaker, Jason Ryan, Vice President of Sales for Virtualeyes, which has developed internet technology that might be able to do much of the work involved in designing and populating the Quality of Life website, and which might also answer funding considerations.

Presentation:
Mr. Ryan demonstrated the technology, which builds off of Google directories, but has been enhanced to provide more in-depth business information and capabilities for participants. The technology is still under development but is operational, and Virtualeyes has several clients, including municipalities and Downtown Development Authorities. High points of the presentation follow:

- The technology would provide more depth than allowed by the Google directory. Users could view menus, and receive discount coupons etc. on line. This would be a boon for those who use the site.
- It has a low cost: initially ranging from $750 to $950 per enrollee, and $500 per year thereafter. Costs would vary, however, depending on the features required. Non-members, i.e. those not paying the fee, would not enjoy the enhanced system features, but would still be included on the basic directory, much as families are listed in the phone book.
- Virtualeyes would populate the site with paid members and would update it once per month, using an Excel spreadsheet to perform its work. The spreadsheet would be the responsibility of the client., which could be the Committee, a DDA or a Chamber of Commerce or another entity.
- It might take 2 days to populate the site with paid member data, once developed.
- The site's organization would be consistent with the headings identified at the August 23 meeting, and would require little or no work by the Committee other than identifying members.
- Low cost could eliminate the need to consider funding by the County, thereby simplifying the Committee's presentation before the Board of Commissioners.
- Coordination is required to ensure consistency between various County IT operations. The Business Development Committee intends, for example, to develop its own web site, Source Macomb. We need to coordinate with it. Fred Thompson indicated that the County could play a significant role by extending its Imprimatur to ensure consistency among all undertakings.

Next Steps:
The Committee was receptive to the presentation and thanked Mr. Ryan for his efforts. It then identified the following next steps for the Committee to take:

- Determine the requirements for the website, particularly considering what businesses would require and what features upgrades would bring.

- The Committee will present these requirements to Virtualeyes, and request a contract proposal from it by _____. We didn't determine a date.
- Virtualeyese would respond by_____. We didn't determine a date.
- The Committee will identify the contributing businesses, defined as those that would pay for upgraded features to boost system utility for them.
- The Committee would negotiate revenue sharing details, i.e. revenues shared between Virtualeyes and the Committee. The Committee's portion would be used to pay for someone to perform maintenance duties at our end, including selling the upgrade to businesses and other entities that may wish to join and, subsequently, performing a maintenance function to feed information to Virtualeyes.
- The Committee must develop a strategy to sell the upgrade package those potentially interested in membership.

Adjournment and Next Meeting:
The meeting concluded at 5:40 pm. The next meeting will be at the same time, same place, on Thursday, October 25.